



Executive Board Responsibilities

Position	Responsibilities	Requirements	Average Time per Week
President	<p>The president sets goals and the agenda for the Chapter, and leads weekly meetings. They oversee the executive board and coordinate all efforts within the Chapter. They meet with academic and professional advisors on a regular basis in addition to representing the Chapter within the campus and professional community. The president is the Chapter's treasurer and handles all monetary funds and manages the e-mail account. Approves and edits all internal and external messages and materials. Attend the majority of PRSSA events – both nationally and locally.</p> <p>The vice president helps facilitate the members' needs and provides the president with support while being a liaison for the executive board. The VP meets with advisors and professionals to schedule monthly guest speakers and coordinate food at the meetings.</p>	<ul style="list-style-type: none"> - Junior or Senior status - Leadership, organizational, public speaking, delegation and writing skills - Knowledge of the PR industry - Composure under pressure - Ability to open one's schedule to PRSSA needs - Ability to check personal and PRSSA e-mail daily 	<p>15-20 hours per week 6-7 days a week</p>
Vice President	<p>The firm director maintains relationship with existing clients, and oversees all of the accounts. They provide support to the Account Executives on PR plans in order to help the teams achieve their strategic goals. Manages the organizational and strategic outlook for the Firm.</p> <p>Assists the firm director in creating campaign plans, each positions acts as the day-to-day contact for two clients and works directly with client teams to implement their PR plans. They must keep in close contact with the Firm members to ensure firm operations are running smoothly.</p> <p>Plans chapter events meant to supplement chapter activities broaden knowledge of PR, marketing and related communications; expose members to professionals and their industries/practice areas; and give members the tools necessary to be successful PR professionals to succeed in school and excel in life after graduation.</p>	<ul style="list-style-type: none"> - Junior or Senior status - Ability to network with professionals - Leadership, organizational, public speaking and writing skills - Knowledge of the PR industry - Ability to open one's schedule to PRSSA needs 	<p>12-18 hours per week 6-7 days a week</p>
Firm Director	<p>The firm director maintains relationship with existing clients, and oversees all of the accounts. They provide support to the Account Executives on PR plans in order to help the teams achieve their strategic goals. Manages the organizational and strategic outlook for the Firm.</p> <p>Assists the firm director in creating campaign plans, each positions acts as the day-to-day contact for two clients and works directly with client teams to implement their PR plans. They must keep in close contact with the Firm members to ensure firm operations are running smoothly.</p> <p>Plans chapter events meant to supplement chapter activities broaden knowledge of PR, marketing and related communications; expose members to professionals and their industries/practice areas; and give members the tools necessary to be successful PR professionals to succeed in school and excel in life after graduation.</p>	<ul style="list-style-type: none"> - Junior or Senior status - Taken JOUR 3279 - Knowledge of PR plans - Ability to check email frequently and daily - Good leadership and networking skills - Taken JOUR 3279 - Writing skills - Knowledge of PR plans - Ability to check email frequently and daily 	<p>12-20 hours per week 6-7 days a week</p>
Account Executive (Two positions available)	<p>The firm director maintains relationship with existing clients, and oversees all of the accounts. They provide support to the Account Executives on PR plans in order to help the teams achieve their strategic goals. Manages the organizational and strategic outlook for the Firm.</p> <p>Assists the firm director in creating campaign plans, each positions acts as the day-to-day contact for two clients and works directly with client teams to implement their PR plans. They must keep in close contact with the Firm members to ensure firm operations are running smoothly.</p> <p>Plans chapter events meant to supplement chapter activities broaden knowledge of PR, marketing and related communications; expose members to professionals and their industries/practice areas; and give members the tools necessary to be successful PR professionals to succeed in school and excel in life after graduation.</p>	<ul style="list-style-type: none"> - Junior or Senior status - Taken JOUR 3279 - Knowledge of PR plans - Ability to check email frequently and daily - Good leadership and networking skills - Taken JOUR 3279 - Writing skills - Knowledge of PR plans - Ability to check email frequently and daily 	<p>10-14 hours per week 5-6 days a week</p>
Events Director	<p>The firm director maintains relationship with existing clients, and oversees all of the accounts. They provide support to the Account Executives on PR plans in order to help the teams achieve their strategic goals. Manages the organizational and strategic outlook for the Firm.</p> <p>Assists the firm director in creating campaign plans, each positions acts as the day-to-day contact for two clients and works directly with client teams to implement their PR plans. They must keep in close contact with the Firm members to ensure firm operations are running smoothly.</p> <p>Plans chapter events meant to supplement chapter activities broaden knowledge of PR, marketing and related communications; expose members to professionals and their industries/practice areas; and give members the tools necessary to be successful PR professionals to succeed in school and excel in life after graduation.</p>	<ul style="list-style-type: none"> - Good managerial skills and the ability to delegate tasks - Ability to check email frequently and daily 	<p>12-17 hours per week (hours will increase surrounding an event) 6-7 days per week</p>

Assistant Events Director	Planning and executing successful events throughout the year. The events include but are not limited to: HR Roundtable, Chicago, speakers at meetings, firm tours in Minneapolis, Regional Activity and Year-End Banquet. Work closely with the Events Director in all planning efforts.	- Good managerial skills and the ability to delegate tasks - Ability to check email frequently and daily	10-15 hours per week (hours may increase surrounding an event) 6-7 days per week
Internal Communications Director	Responsible for recruiting new members, sending surveys to members, J-School announcements, maintaining list of past executive board members, receive and send weekly report of what committees are doing, making a 'scrapbook.' Also includes taking pictures and minutes at meetings.	- Good administrative skills - Ability to check email frequently and daily	8-10 hours per week 4-5 Days per week
External Communications Director	Responsible for drafting news releases, updating the Web site, Chapter outreach (send The Link to other MN and WI Chapters), responsible for going to National Assembly in the fall and maintaining a database of guest speakers. Maintain relationship with Student Relations Committee, national committee and the Cross Country Program.	- Good writing skills (AP style) - Good networking skills - Proficiency in Dream-Weaver or any other Web based program is preferable - Ability to check email frequently/daily	8-10 hours per week 4-5 Days per week
The Link Editor	The primary responsibility is managing <i>The Link</i> . This includes working with the newsletter committee to brainstorm article ideas and publish a newsletter each month. The editor is responsible for meeting deadlines and publishing <i>The Link</i> .	- Knowledge and understanding of AP style - Ability to check email frequently and daily - Good at delegating tasks	6-8 hours per week 4-5 Days per week
Philanthropy Director	Director focuses on fundraising for the Chapter, seeking out volunteer opportunities and writing grants.	- Interest in non-profit organizations - Good writing skills - Leadership skills	4-9 hours per week 3-5 Days per week

Committees include:

- Firm: meets both during and outside of meetings
- Events Committee: meets both during and outside of meetings
- Philanthropy Committee: meets both during and outside of meetings
- The Link Committee: meets both during and outside of meetings
- Communications Committee: (Meets outside of regular meetings to ensure consistency of communication and includes the President, Vice President, Link Editor, Internal Communications Director and External Communications Director)
- Executive board: All positions above meet every other week (usually Sunday evenings)

Please Note: You will only be able to apply for two positions.